

What is claimed is:

1. A computer-assisted method for typing customers/prospects, comprising the activities of:
 - refining a survey via bestfit clustering;
 - refining survey results via composition analysis; and
 - identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.
2. A computer-readable medium containing instructions for activities comprising:
 - refining a survey via bestfit clustering;
 - refining survey results via composition analysis; and
 - identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.
3. An apparatus for typing customers/prospects, comprising:
 - means for refining a survey via bestfit clustering;
 - means for refining survey results via composition analysis; and
 - means for identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.